

Solid Earth to Deliver Spring to the REALTOR® Association of Franklin and Gulf Counties

Huntsville, Alabama - June 26, 2014 Solid Earth, Inc has been contracted to deliver the Spring platform to the REALTOR® Association of Franklin and Gulf Counties (RAFGC).

The first contract of its kind in the state of Florida, RAFGC will be delivering Spring to consumers as a new public portal and as a mobile solution for both the consumer and the Association's membership. RAFGC has plans to officially launch the site to their members no later than September 2014.

President, Sherri Dodsworth explains why they selected Spring over other solutions:

“We have been intrigued by the Spring® platform since its inception and very excited to have a launch date for our consumer portal. Providing a cutting edge public portal that offers enhanced features, cross-platform capability and technological advantages similar to the large national sites will allow us to position our association and its members as the trusted source for real estate in our area.”

Spring is a browser-based platform using responsive design, adjusting the site display to best accommodate most any device (phone, tablet or PC); eliminating the need for separate downloads, installs or outside apps. Specifically for RAFGC, Spring will be a 'one-stop shop' for their consumers and members to access MLS listing data in the same interface. This unprecedented model serves the professional well by bringing the consumer experience close to home. With Spring's national look and feel, the technology also focuses on elevating the broker and agent as the local-market expert while keeping the consumer at the heart of the transaction.

Solid Earth has been the MLS technology provider for RAFGC for 10 years. The RAFGC Statistical Area spans 2 counties and contains approximately 27,000 residents.

Solid Earth, Inc [solidearth.com] is a Huntsville Alabama-based real estate technology company founded in 1998. Solid Earth provides services to 18 local REALTOR® Associations in 10 states serving approximately 36,000 end users.

The REALTOR® Association of Franklin and Gulf Counties has nearly 300 members and is one of more than 1,800 local boards and associations of REALTORS® nationwide that comprise the National Association of REALTORS®.

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